

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM567005

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|------------------------------|--------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | NUNC PRO TUNC ASSIGNMENT |
| EFFECTIVE DATE: | 07/03/2019 |

CONVEYING PARTY DATA

| Name | Formerly | Execution Date | Entity Type |
|-----------------------------------|----------|----------------|--|
| Hard Seltzer Beverage Company LLC | | 03/10/2020 | Limited Liability Company: MASSACHUSETTS |

RECEIVING PARTY DATA

| | |
|------------------------|-------------------------------|
| Name: | Boston Beer Corporation |
| Street Address: | 1 Design Center Pl., Ste. 850 |
| City: | Boston |
| State/Country: | MASSACHUSETTS |
| Postal Code: | 02210 |
| Entity Type: | Corporation: MASSACHUSETTS |

PROPERTY NUMBERS Total: 9

| Property Type | Number | Word Mark |
|----------------|----------|---------------------------|
| Serial Number: | 88760155 | TRULY |
| Serial Number: | 88760190 | TRULY ON ICE |
| Serial Number: | 88519714 | DRINK WHAT YOU TRULY WANT |
| Serial Number: | 88212663 | TRULY HARD SELTZER PURE |
| Serial Number: | 88134717 | TRULY HARD SELTZER |
| Serial Number: | 86893445 | TRULY SPIKED & SPARKLING |
| Serial Number: | 86882710 | TRULEY SPARKLING |
| Serial Number: | 86882732 | TRULY SPARKLING |
| Serial Number: | 86882749 | HELLO SPARKLING |

CORRESPONDENCE DATA

Fax Number: 2129537201

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.

Phone: 2124159200

Email: ny.trademark@dorsey.com

Correspondent Name: Fara S. Sunderji, Dorsey & Whitney LLP

Address Line 1: 51 West 52nd Street

Address Line 4: New York, NEW YORK 10019-6119

OP \$240.00 88760155

| | |
|---|------------------|
| ATTORNEY DOCKET NUMBER: | 453654-00001 |
| NAME OF SUBMITTER: | Fara S. Sunderji |
| SIGNATURE: | /fss/ |
| DATE SIGNED: | 03/13/2020 |
| Total Attachments: 2 source=Hard Seltzer Beverage Company LLC Agreement#page1.tif source=Hard Seltzer Beverage Company LLC Agreement#page2.tif | |

NUNC PRO TUNC TRADEMARK ASSIGNMENT

THIS *NUNC PRO TUNC* TRADEMARK ASSIGNMENT is entered into as of July 3, 2019 (the "Effective Date") between Hard Seltzer Beverage Company LLC, a Massachusetts limited liability company ("Assignor") and Boston Beer Corporation, a Massachusetts corporation having its principal place of business at 1 Design Center Pl., Ste. 850, Boston, Massachusetts 02210 ("Assignee").

WHEREAS Assignor did, as of the Effective Date, transfer, assign and grant to Assignee its entire right, title and interest in and to the trademarks more fully described in Schedule A (the "Marks");

AND WHEREAS, to confirm said transfer, Assignor has agreed to execute and deliver this assignment;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby confirms that it has transferred, assigned and granted and hereby does transfer, assign and grant to Assignee, its successors and assigns, as of the Effective Date, its entire right, title and interest in and to the Marks, together with any and all goodwill pertaining thereto, any and all common law rights associated therewith, all rights of action resulting from prior infringement or other unauthorized use of the Marks, all rights to oppose or otherwise challenge applications for the registration of similar or confusing Marks, and any other rights relating to the Marks, the same all to be held and enjoyed by Assignee as fully and completely as Assignor, had the aforesaid rights not been assigned (the "Assigned Property").

Assignor hereby undertakes at any time upon reasonable request to execute such documents and to take such further actions as may be necessary to evidence the assignment of the Marks and the Assigned Property to Assignee, and to enable Assignee to obtain and maintain the applications and registrations for the Marks, all without further consideration.

Hard Seltzer Beverage Company LLC

Date: March 10, 2020

By: _____

Michael G. Andrews

Name: Michael G. Andrews

Title: Secretary

TRADEMARK

REEL: 006891 FRAME: 0134

SCHEDULE A

| Mark | Application Date | Application Number | Registration Date | Registration Number |
|---------------------------|-------------------------|---------------------------|--------------------------|----------------------------|
| TRULY | January 15, 2020 | 88760155 | | |
| TRULY ON ICE | January 15, 2020 | 88760190 | | |
| DRINK WHAT YOU TRULY WANT | July 17, 2019 | 88519714 | | |
| TRULY HARD SELTZER PURE | November 30, 2018 | 88212663 | | |
| TRULY HARD SELTZER | September 27, 2018 | 88134717 | September 3, 2019 | 5853233 |
| TRULY SPIKED & SPARKLING | February 1, 2016 | 86893445 | May 23, 2017 | 5210329 |
| TRULEY SPARKLING | January 21, 2016 | 86882710 | | |
| TRULY SPARKLING | January 21, 2016 | 86882732 | | |
| HELLO SPARKLING | January 21, 2016 | 86882749 | | |